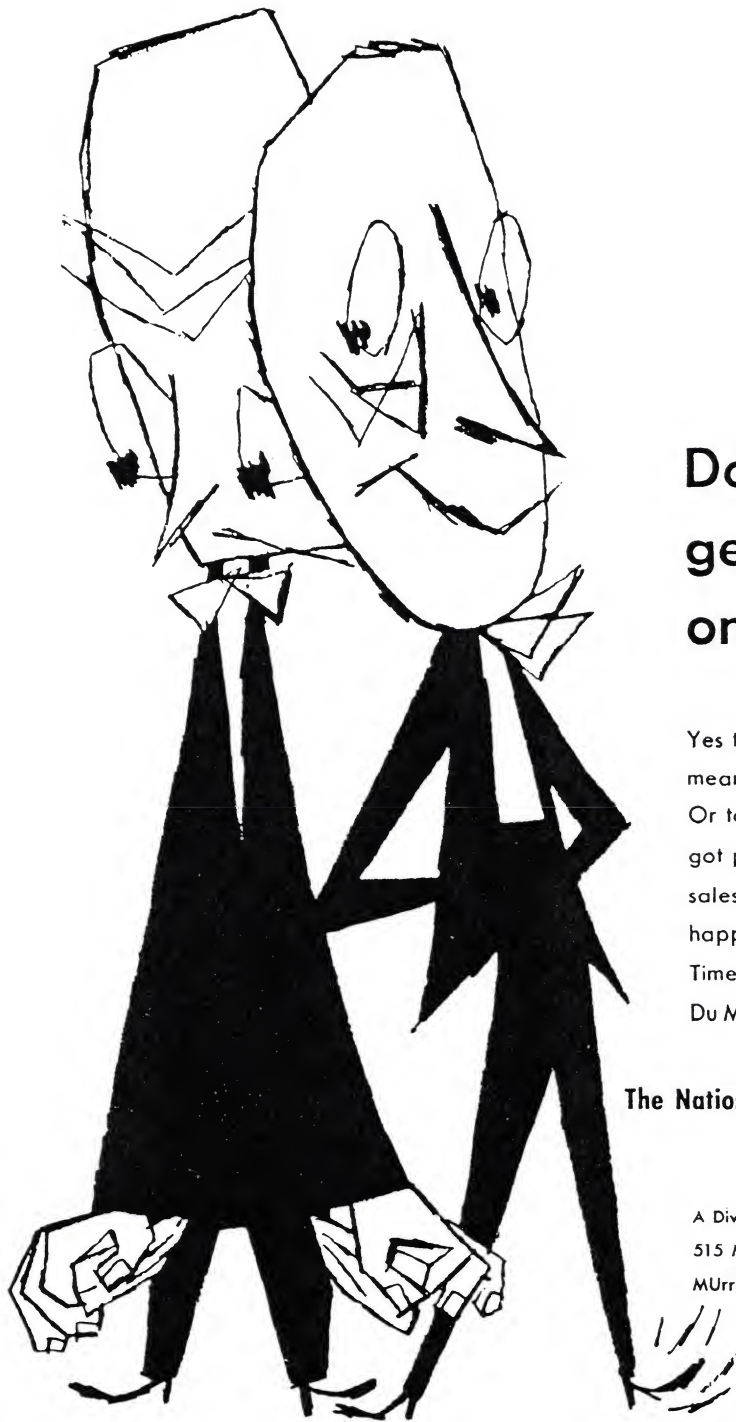


# TELEVISION

A Service of BROADCASTING Newsweekly

## Pockets Low From High-Cost Show?



## Dollars get more dialers on Du Mont!

Yes they do. And conversely—dialers mean more dollars for Du Mont TV Sponsors. Or to be quite, quite specific: We have got programs that pay their way in sales—not once—but over and over for happy advertisers. Why not be one? Time and talent, programs and spots, Du Mont does it so's you'll like it.

The Nation's Window on the World  
60 Stations

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